

**REMARKS/ARGUMENTS**

The Examiner's attention to the present application is noted with appreciation. All of the prior claims have been canceled and replaced with new claims 26 through 89. All new claims have the limitation of a elongated solid hollow support with a light source disposed therein. None of the prior art cited by the Examiner has such limitations.

In paragraph 1 of the Office Action dated September 24, 2004, the Examiner noted that the figures did not show the light source disposed substantially on an outside surface of the support claimed in claim 7. Claim 7 and claim 8 have been canceled.

In paragraphs 2, 3 and 4, the Examiner rejected claims 1-3, 5, 6, 11, 13-15 and 19 under 35 U.S.C. § 102(b) as being anticipated by Howard (U.S. Patent No. 1,256,232). Howard discloses a flag pole with a string of light bulbs hanging down from the cap of the pole, reflectors inside of the pole and cutouts in the door of the flag pole. The cutouts serve as windows to allow the illumination to be seen. Applicant's new claims teach a solid hollow support with the light source disposed therein. Howard does not disclose a solid hollow support with a light source disposed within the interior of the support and illuminating at least a portion of the support through the entire exterior perimeter, meaning that the illumination can be seen from all directions around the support. Therefore we believe all new claims are allowable over Howard.

In paragraphs 5 through 11, the Examiner rejected claims 4, 7, 8, 10, 12, 16-18 and 20-25 under 35 U.S.C. § 103(a) as being unpatentable over Howard (U.S. Patent No. 1,256,232). Howard is discussed above and is inapplicable to the current claims because Howard does not disclose or render obvious a solid hollow support with a light source disposed therein.

The Examiner is also directed, in particular, to the following dependent claims, which are not present in Howard, or the other references cited by the Examiner: Claim 27 (and corresponding method claim 64) disclose illumination along substantially the entire length of the support. Claim 28 (and corresponding method claim 65) disclose uninterrupted illumination along the entire length of the support. Claims 29-33 and 35 (and corresponding method claims 66 and 68) disclose the support as a solid hollow support which is clear, transparent, luminescent, translucent, or opaque. Claims 34, 47 and 48 (and corresponding method claim 67) disclose that the support may be in a plurality of sections. Claims 36-42

(and corresponding method claims 69 through 75) disclose the various light sources of light emitting diodes (LEDs), rope lights, neon lights, fluorescent lights, a filament lamp, or fiber optics and that the light source is disposed between the two ends of the of the hollow support. Claims 43, 44, 54 and 55 (and corresponding method claims 76, 77, 84 and 85) disclose color embodiments. Claims 45, 46 and 56 (and corresponding method claims 78, 79 and 86) disclose that the different sections of the elongated support may comprise different and varying brightnesses. Claims 49 and 50 (and corresponding method claims 80 and 81) disclose that the light source may comprise blinking and/or sequential lighting. Claim 51 discloses that the elongated support may comprise an ornamental design. Claims 52 and 53 (and corresponding method claims 82 and 83) disclose that the support comprises a polymeric material and may be acrylic. Claim 57 (and corresponding claim 87) disclose that the light source is powered by at least one power source including, but not limited to, a power grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell. Claims 58, 59 and 88 disclose mounting the light pole and banner on a vehicle or a surface. Claims 60-62 disclose an electrical cord and holder which accommodates the electrical cord for the light pole and banner assembly. Patentability is not limited to these particular claims, but they are described above to demonstrate some of the unique features of the present invention.

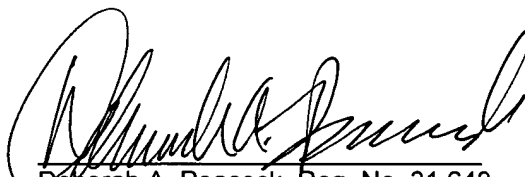
In view of the above amendments and remarks, it is respectfully submitted that all grounds of rejection and objection have been avoided and/or traversed. It is believed that the case is now in condition for allowance and same is respectfully requested.

A check for additional claim fees is attached. Authorization is given to charge payment of any additional fees required, or credit any overpayment, to Deposit Acct. 13-4213. A duplicate of this paper is enclosed for accounting purposes. Also being filed herewith is a Petition for Extension of Time to January 24, 2005 with the appropriate fee.

If any issues remain, or if the Examiner believes that prosecution of this application might be expedited by discussion of the issues, the Examiner is cordially invited to telephone the undersigned attorney for Applicant at the telephone number listed below.

Respectfully submitted,

By:



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